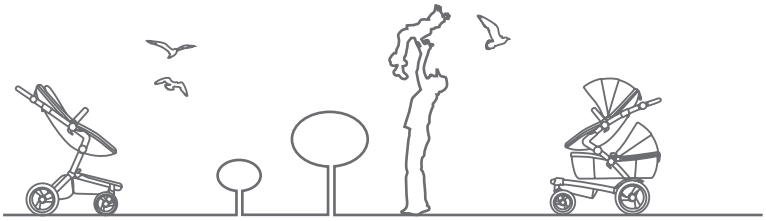
The history

The **mima** brand was first presented to the public during the 2009 Kind & Jugend trade show in Cologne. Here the team were in for a big surprise as one of their prams, **kobi**, won the Innovation Award.

Even though the **mima** brand is a newcomer to the childcare market, Dutch founder and designer Davy Kho has had plenty of experience in design. Starting out 16 years ago in Milan, the design capital of the world, Kho continued his career and research in San Francisco, Amsterdam and Paris before settling down in Spain. The versatile designer has created various products for well-known brands, from coffee machines to public telephones, from airplane interiors to childcare products.



Frequent travelling, knowledge of the market and the experience of bringing up their children made Davy and Yolanda notice a gap in the market. They decided to form a list of new infant product ideas; ideas that they thought would be able to help make the lives of future parents that little bit easier.
Two of the first ideas on that list were to become the **kobi** and **xari** pushchairs.-

A new infant product brand had been born: **mima**. As well as unbeatable design, the brand represents innovation and practicality and furthermore incorporates a “patented feature”- the compact carrycot located within the seat pod of the pram.

Thanks to a thorough study into the needs of families, **mima** applies practical and innovative aesthetics to previously existing products. The brand targets cosmopolitan parents who appreciate design and comfort as well as those who, above all, enjoy a stylish lifestyle.

After months of arduous work, **mima** products arrived in European stores in September 2010.

The next idea on the list of **mima** is currently being developed...

mima

2 Concepts

kobi

An intelligent pram that grows with your family

xari

A compact pram that grows with your baby

Configurations:

Baby

Toddler

Toddler+Baby*

2 Toddlers*

Twins**

Characteristics:

- Adjustable and easy to fold
- Satisfies the different evolutionary phases of your family life
- Includes a canopy, an individual rain cover, an apron and a changing bag

*The second seat is sold separately
**The twin seat is sold separately

Characteristics:

- Adjustable, compact and easy to fold
- An elegant pushchair that provides a smooth and comfortable ride
- Includes a canopy, a rain cover, an apron and two covered baskets

Functionality - Innovation

Patented “Carrycot inside” feature

15 sec

The **mima** patented feature is the carrycot which is built into the seat itself.

Innovative material

EVA, used with this type of product for the first time, is a light and malleable material that is covered and finished with leatherette fabric. The surface can be cleaned quickly and easily. The material helps to create an impressively simple and pure aesthetic.

xari

mima xari
mima
Junior
DESIGN
AWARDS
2012
WINNER
BEST NEW-TO-MARKET
PRODUCT
www.juniormagazine.co.uk

mima xari

Weights - Measurements

Kg

xari

Lb 29,50
Kg 13,4

three seat recline angles
adjustable handlebar
easy to fold and unfold
seat pad with a 5 point harness
two height settings to adjust the seat or carrycot
reversible seat with a patented "carrycot inside" system
drawstring bag incorporated within the basket
basket cover
highly resistant removable wheels, with sports shoe technology so they never deflate

Lb 24,64
Kg 11,2

WEIGHT

chassis without wheels:	6,8 kg	14,96 lbs
chassis:	9,1 kg	20,02 lbs
chassis with carrycot:	11,2 kg	24,64 lbs
chassis with seat and carrycot inside:	13,4 kg	29,50 lbs

DIMENSIONS (LxW)

without folding:	79x62 cm	31,10"x24,41"

mima xari

Folding

Folded chassis with wheels and seat attached

DIMENSIONS (LxWxH)

Folded seat+wheels:	89x42x62 cm	35,03”x16,53”x24,41”
Total weight:	13,4 Kg	29,50 Lb

Folded chassis with wheels attached

DIMENSIONS (LxWxH)

Folded seat+wheels:	71x42x62 cm	27,97”x16,53”x24,41”
Total weight:	9,1 Kg	20,02 Lb

Folded chassis without wheels

DIMENSIONS (LxWxH)

Folded seat+wheels:	71x42x52 cm	27,93”x16,53”x20,47”
Total weight:	6,8 Kg	14,96 Lb

- **xari** can be folded with the seat attached (in an upright position and facing forwards)

- **xari cannot be folded with the carrycot attached!**

mima xari

Baby phase

Includes:

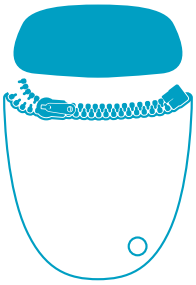
individual rain cover

carrycot apron

Starter Pack:

(Seat pad + Carrycot apron flap + Carrycot mattress)

Carrycot apron flap



mima xari

Toddler phase

Reversible seat:

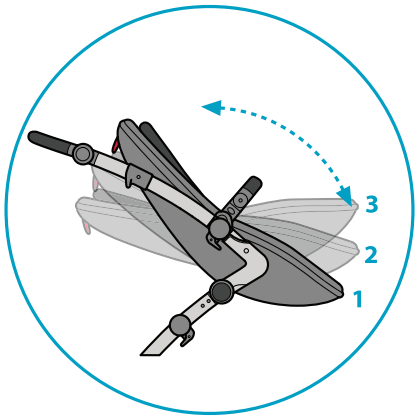
1

Facing mother

2

Discovering the world

3 seat inclination options:



1 Sitting: discovering the World

2 Resting

3 Sleeping

mima xari

What you get

seat with carrycot inside

chassis

canopy

starter pack

Configurations:

baby

toddler

Includes:

rain cover

carrycot apron

Split packaging

Components are separated into 3 boxes:

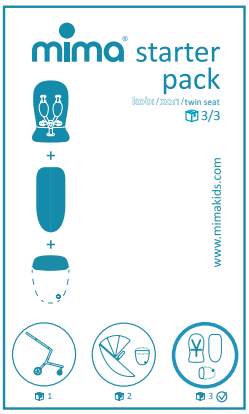
The **mima** split packaging initiative offers customers total freedom to choose their perfect pushchair.
No longer bound by collection rules, it is now possible to choose the colours of various elements of your pushchair for a truly personalized mima experience.

Box 1: Choose a chassis. Includes rain cover.
Box 2: Choose the colour of the seat unit, canopy, carrycot apron, basket covers and handlebar sleeves.
Box 3: Choose a Starter Pack. Seat pads, carrycot apron flaps and mattresses are available in an array of colours.

Box 1

Box 2

Box 3



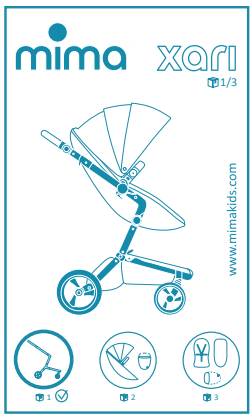
Black & White label:

Black & White label pushchairs come in two boxes as standard.

Components are separated into 2 boxes:

Box 1: Chassis and rain cover.
Box 2: Black & White canopy, basket covers, handlebar covers, seat unit and B&W Starter Pack.

Box 1



Box 2

Mix and Match

Get the look

It is now possible to choose the colours of various parts of xari, following these 3 easy steps:
Step one: Choose a striking chassis.
Step two: Choose a base colour for the seat unit, canopy, carrycot apron, basket covers and handlebar sleeves.
Step three: Finish the look with the **mima** Starter Pack (containing a seat pad, carrycot apron flap and mattress).

(Remember that each steps corresponds to one box. **You need three boxes to complete xari**)

Chassis colour

Chassis

All chassis colours combine perfectly with any mima collection.

● Rose Gold **(NEW)**
A112-03

● Aluminium
A112-01

● Black
A112-02

(The rain cover is included inside the chassis box)

mima xari

Leather-look seat units

Get to know our new colours.

● British Green (NEW)
AS112400

● Sicilian Red (NEW)
AS112200

● Cool Grey (NEW)
AS112301

○ Snow White
AS112007

● Camel
AS112609

● Black
AS112110

⚌ Black & White Label *
AS112101BW

*(The xari Black & White Label comes as standard in two boxes)

Add comfort to your xari

Starter Packs

Add comfort and style to xari.

New Patterned Starter Packs

Retro Blue
S103RB

Sandy Beige
S103SB

Autumn Stripes
S103AS

Black and White
S103BW

Single Colour Starter Packs

Hot Magenta
S103HM

Black
S103BB

Ruby Red
S103RR

Stone White
S103SW

mima xari

Black & White label

The Black & White label

comes in 2 separate boxes:

Box 1

(Chassis with wheels and front / rear basket mesh, rain cover)

● A112-02

Box 2

(Seat, carrycot, apron, canopy, rear and front basket cover, handlebar sleeves, bumper bar with sleeve, apron flap, seat pad, harness with shoulder pads, mattress)

Complete the look

Comfort kit

S1101-02SB

S1101-02AS

S1101-02RB

S1101-02BW

S1101-02BB

S1101-02SW

S1101-02RR

S1101-02HM

Parasol

S1101-08BB2

S1101-08SW2

S1101-08BW2

S1101-08RR2

Footmuff

S1101110-06BB

S1101609-06BB

S1101007-06BB

S1101200-06BB

S1101400-06BB

S1101301-06BB

mima xari

Complete the look

Trendy bag

S1101-10SB

S1609-10

S1007-10

S1200-10

S1400-10

S1301-10

Winter outfit

S1110-23

S1609-23

S1007-23

Single Mosquito net

S1101-04

Adapter clip

G101-22X

Cup holder

G101-21

Carseat adapter

G4104 (USA)

Blanket

S1101-09BB

S1101-09BG

Baby headrest

S101-19BG

Complete the look

Winter outfit

Suitable for both **xari** and **kobi**.

xari

Baby

Toddler

kobi

Winter outfit

Contains: canopy cover, fur trim, transparent wind protector, foot cover and handmuff.
The fur canopy trim or rain visor can be easily zipped onto the canopy cover.

- ○ S1007-23
- ● S1110-23
- ● S1609-23

Canopy cover+fur trim

Handmuff

Foot cover

mima xari

Complete the look

Winter outfit

○ White

S1007-23

Canopy cover + transparent wind protector

Canopy cover + fur trim

● Black

S1110-23

Canopy cover + transparent wind protector

Canopy cover + fur trim

● Camel

S1609-23

Canopy cover + transparent wind protector

Canopy cover + fur trim

mima® xari

Chassis colour combination

Which one is the right choice for you?

Elegant black, striking aluminium or fashionable rose gold. All chassis colours combine perfectly with any **mima** collection.

mima xari

Chassis colour combination

Black

ref: A112-02

ref: AS112007 ref: S103BB	ref: AS112007 ref: S103RR	ref: AS112007 ref: S103HM	ref: AS112007 ref: S103SW
ref: AS112007 ref: S103RB	ref: AS112007 ref: S103BW	ref: AS112007 ref: S103AS	ref: AS112007 ref: S103SB
ref: AS112110 ref: S103BB	ref: AS112110 ref: S103RR	ref: AS112110 ref: S103HM	ref: AS112110 ref: S103SW
ref: AS112110 ref: S103RB	ref: AS112110 ref: S103BW	ref: AS112110 ref: S103AS	ref: AS112110 ref: S103SB

mima xari

Chassis colour combination

Black

ref: A112-02

ref: AS112609
ref: S103BB

ref: AS112609
ref: S103RR

ref: AS112609
ref: S103HM

ref: AS112609
ref: S103SW

ref: AS112609
ref: S103RB

ref: AS112609
ref: S103BW

ref: AS112609
ref: S103AS

ref: AS112609
ref: S103SB

ref: AS112400
ref: S103BB

ref: AS112400
ref: S103RR

ref: AS112400
ref: S103HM

ref: AS112400
ref: S103SW

ref: AS112400
ref: S103RB

ref: AS112400
ref: S103BW

ref: AS112400
ref: S103AS

ref: AS112400
ref: S103SB

mima xari

Chassis colour combination

Black

ref: A112-02

- ref: AS112200
- ref: S103BB

- ref: AS112200
- ref: S103RR

- ref: AS112200
- ref: S103HM

- ref: AS112200
- ref: S103SW

- ref: AS112200
- ref: S103RB

- ref: AS112200
- ref: S103BW

- ref: AS112200
- ref: S103AS

- ref: AS112200
- ref: S103SB

- ref: AS112301
- ref: S103BB

- ref: AS112301
- ref: S103RR

- ref: AS112301
- ref: S103HM

- ref: AS112301
- ref: S103SW

- ref: AS112301
- ref: S103RB

- ref: AS112301
- ref: S103BW

- ref: AS112301
- ref: S103AS

- ref: AS112301
- ref: S103SB

mima xari

Chassis colour combination

Aluminium

ref: A112-01

ref: AS112007 ref: S103BB	ref: AS112007 ref: S103RR	ref: AS112007 ref: S103HM	ref: AS112007 ref: S103SW
ref: AS112007 ref: S103RB	ref: AS112007 ref: S103BW	ref: AS112007 ref: S103AS	ref: AS112007 ref: S103SB
ref: AS112110 ref: S103BB	ref: AS1121110 ref: S103RR	ref: AS112110 ref: S103HM	ref: AS112110 ref: S103SW
ref: AS112110 ref: S103RB	ref: AS112110 ref: S103BW	ref: AS112110 ref: S103AS	ref: AS112110 ref: S103SB

mima xari

Chassis colour combination

Aluminium

ref: A112-01

ref: AS112609
ref: S103BB

ref: AS112609
ref: S103RR

ref: AS112609
ref: S103HM

ref: AS112609
ref: S103SW

ref: AS112609
ref: S103RB

ref: AS112609
ref: S103BW

ref: AS112609
ref: S103AS

ref: AS112609
ref: S103SB

ref: AS112400
ref: S103BB

ref: AS112400
ref: S103RR

ref: AS112400
ref: S103HM

ref: AS112400
ref: S103SW

ref: AS112400
ref: S103RB

ref: AS112400
ref: S103BW

ref: AS112400
ref: S103AS

ref: AS112400
ref: S103SB

mima xari

Chassis colour combination

Aluminium

ref: A112-01

ref: AS112200
ref: S103BB

ref: AS112200
ref: S103RR

ref: AS112200
ref: S103HM

ref: AS112200
ref: S103SW

ref: AS112200
ref: S103RB

ref: AS112200
ref: S103BW

ref: AS112200
ref: S103AS

ref: AS112200
ref: S103SB

ref: AS112301
ref: S103BB

ref: AS112301
ref: S103RR

ref: AS112301
ref: S103HM

ref: AS112301
ref: S103SW

ref: AS112301
ref: S103RB

ref: AS112301
ref: S103BW

ref: AS112301
ref: S103AS

ref: AS112301
ref: S103SB

mima xari

Chassis colour combination

Rose gold

ref: A112-03

ref: AS112007 ref: S103BB	ref: AS112007 ref: S103RR	ref: AS112007 ref: S103HM	ref: AS112007 ref: S103SW
ref: AS112007 ref: S103RB	ref: AS112007 ref: S103BW	ref: AS112007 ref: S103AS	ref: AS112007 ref: S103SB
ref: AS112110 ref: S103BB	ref: AS112110 ref: S103RR	ref: AS112110 ref: S103HM	ref: AS112110 ref: S103SW
ref: AS112110 ref: S103RB	ref: AS112110 ref: S103BW	ref: AS112110 ref: S103AS	ref: AS112110 ref: S103SB

mima xari

Chassis colour combination

Rose gold

ref: A112-03

ref: AS112609
ref: S103BB

ref: AS112609
ref: S103RR

ref: AS112609
ref: S103HM

ref: AS112609
ref: S103SW

ref: AS112609
ref: S103RB

ref: AS112609
ref: S103BW

ref: AS112609
ref: S103AS

ref: AS112609
ref: S103SB

ref: AS112400
ref: S103BB

ref: AS112400
ref: S103RR

ref: AS112400
ref: S103HM

ref: AS112400
ref: S103SW

ref: AS112400
ref: S103RB

ref: AS112400
ref: S103BW

ref: AS112400
ref: S103AS

ref: AS112400
ref: S103SB

mima xari

Chassis colour combination

Rose gold

ref: A112-03

ref: AS112200
ref: S103BB

ref: AS112200
ref: S103RR

ref: AS112200
ref: S103HM

ref: AS112200
ref: S103SW

ref: AS112200
ref: S103RB

ref: AS112200
ref: S103BW

ref: AS112200
ref: S103AS

ref: AS112200
ref: S103SB

ref: AS112301
ref: S103BB

ref: AS112301
ref: S103RR

ref: AS112301
ref: S103HM

ref: AS112301
ref: S103SW

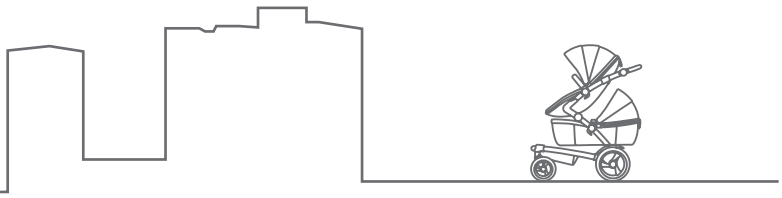
ref: AS112301
ref: S103RB

ref: AS112301
ref: S103BW

ref: AS112301
ref: S103AS

ref: AS112301
ref: S103SB

Care and maintenance



Cleaning the seat

Clean using a damp cloth and a mild cleaning agent. Baby wipes work perfectly.
A pencil eraser can be used to eradicate more resistant marks.
Small dents on the outer surface of the seat can be resolved by aiming hot air from a hair dryer to the affected area for 1 minute.
The carrycot mattress, the seat pad and the shoulder pads can be removed and hand washed in accordance with the following guidelines:

- Maximum temperature 30ºc
- Do not use bleach
- Do not tumble dry
- Do not iron
- Do not dry clean

Cleaning the chassis

Wash off sand and salt residue after going to the beach.
Remove excess dirt and then clean with a damp cloth and a PH neutral cleaning agent.

Lubrication of moving parts

Periodically lubricate the wheels, the hinges and other sliding parts using an oil or silicone based lubricant.

ⓘ Follow these steps regularly in order to keep the prams in perfect condition.

⚠ The fabrics and plastics are highly resistant, but excessive sun exposure can cause discolouring.

Guarantee

ⓘ Register your product online at **www.mimakids.com**

Doing this will activate your warranty and allow us to keep you informed of possible product updates.

Your product adheres to current safety requirements and it is guaranteed to be in perfect condition at the time of purchase.

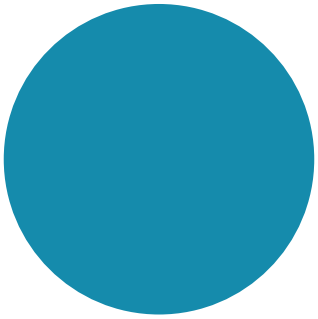
If this product shows signs of fabrication faults during the warranty period (after normal use and following the guidelines laid out in the user manual), please contact the seller.

Warranty conditions:

-The warranty period is 24 months from the date of purchase. This warranty period is not extendable, even in the event of repair.
-For the warranty to be valid you need to:
1. Have your product registered online at www.mimakids.com
2. Provide the original purchase receipt given to your retailer.
3. Provide a description of the defect to your retailer.
-The warranty is made to the original owner of the product and is not transferable to any subsequent owner.
-The warranty provides a right to repair but does not permit exchanges or refunds.

The warranty does not apply in the following circumstances:

-The product has been modified or repaired by third parties.
-Corrosion or rust on the wheels and chassis due to extreme environmental conditions including high humidity, salt spray, ice or snow or due to insufficient care.
-The defect was caused by improper usage or maintenance or due to anything else deemed to be the fault of the user; in particular, failure to comply with the instructions for use as described in the user manual.
-The defect was caused as a result of an accident or airline/transport damage.
-Normal wear and tear that can be expected with daily use of this product.
-Discolouration or damage to the fabric due to washing, rainwater or excessive exposure to sunlight.
-The defect is the result of overloading (exceeding the maximum weight allowance for the child and any items being carried).



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With reservations for misprint and change of product range.
Regarding mima accessories, always please check availability with your local retailer.
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